



# Services and Shared Spaces in Student Housing

## - *Survey Results from Finland*

NSBO Digital Event: Student Services  
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# SOA – The Finnish Association of Student Housing Organizations




- *Mission: "SOA supports and enables non-profit student housing organizations to offer the best possible student housing experience"*
- *Vision: "Finnish student housing is the best in the world"*
- **Members: 22 student housing organizations + national student unions of HEI students**
  - ~ 45 000 apartments
  - ~ 70 000 beds
  - Vast majority of all Finnish PBSA stock owned and operated by SOA members
- **Activities:**
  - Advocacy
  - Training and development
  - Brand & image of student housing
  - Producing and providing information and insight



# The Student Barometer

- Survey of HEI students in Finland by *Opiskelun ja koulutuksen tutkimussäätiö Otus* (Research Foundation for Studying and Education)
  - Data gathered every few years (latest in spring 2019)
  - Survey sent out to most HEI students in Finland (with a few exceptions)
- Wide range of topics: demographics, study progress, welfare, values, housing, financial situation, employment
  - Enables comparison of housing situation and preference with different background variables
- SOA partnered with Otus to develop the housing survey
- Data for SOA and its members
  - Raw data for research purposes (N=11 518)
  - Excel pivot based tool for SOA members: exploring the data based on fixed set of variables



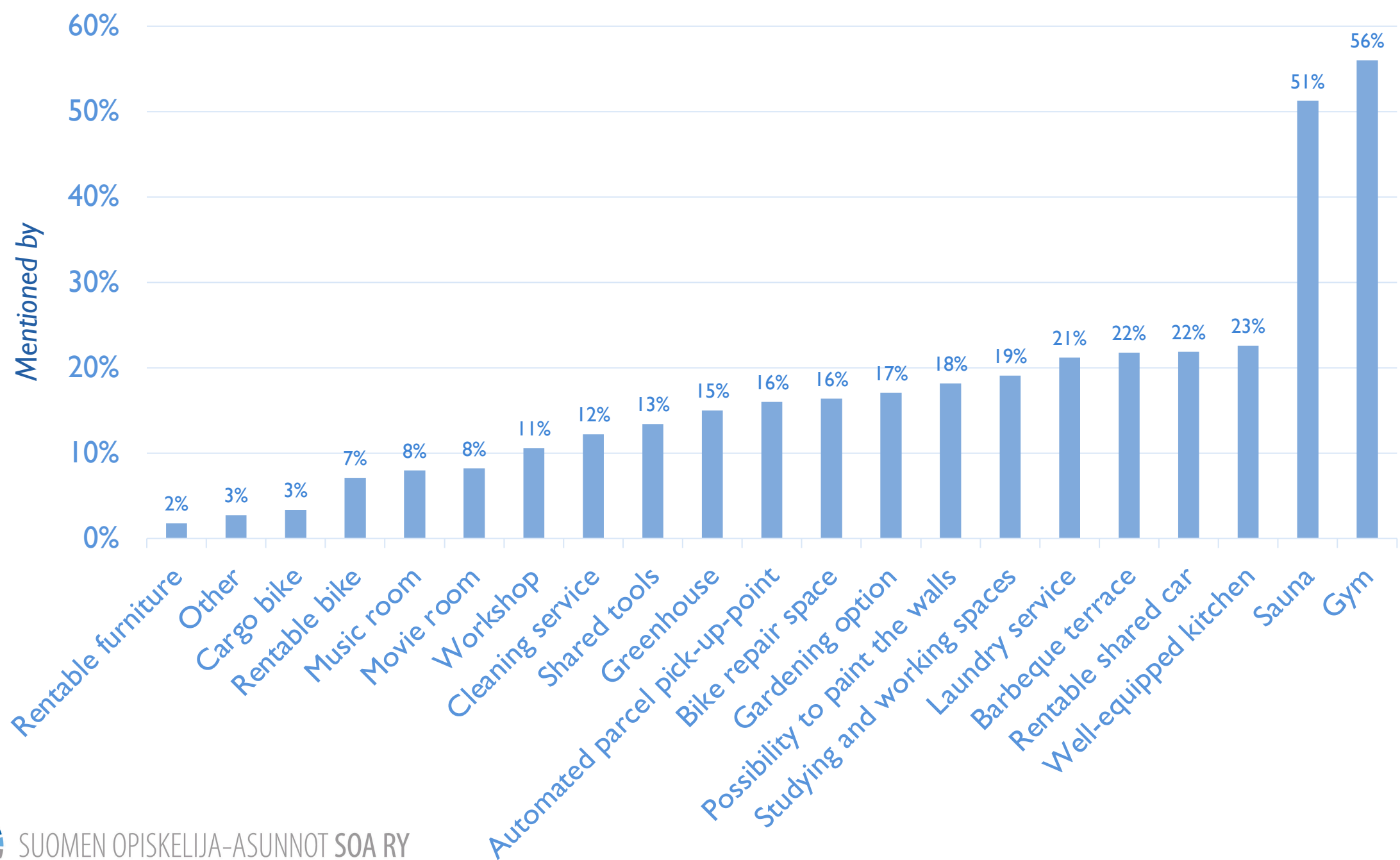
**Preliminary survey of potential demand, not an accurate estimate of likely demand**

**Cannot predict prize point or prize elasticity for facilities and services**

*“Which of the following shared facilities and services would you be interested in using even if they increase your housing expenses? You can choose multiple options.”*

**Open ended option allowed respondents to suggest options outside of the given list – including to opt out.**







*Occasional childcare service*

*Painting or pottery space  
Perhaps included in workshop category*

*Coin-operated vendomat (for when a critical need to buy more limonade/snacks/writing supplies emerges in the middle of the night)*

*Shared game room  
e.g. Ps4 and Xbox*

*Swimming pool*

*Grocery delivery  
(group orders)*

*Car and motorcycle maintenance space,  
washing equipment etc.*

*Sewing equipment and space*

*SM studio :D*

*Ski waxing room*

*Cold storage for preserved foods and harvest*

*Apartment's own  
(sheltered) yard*

*Fridge for sharing leftover food*

*Obsevatory*

*Rentable guest room*

*Glazed balcony*

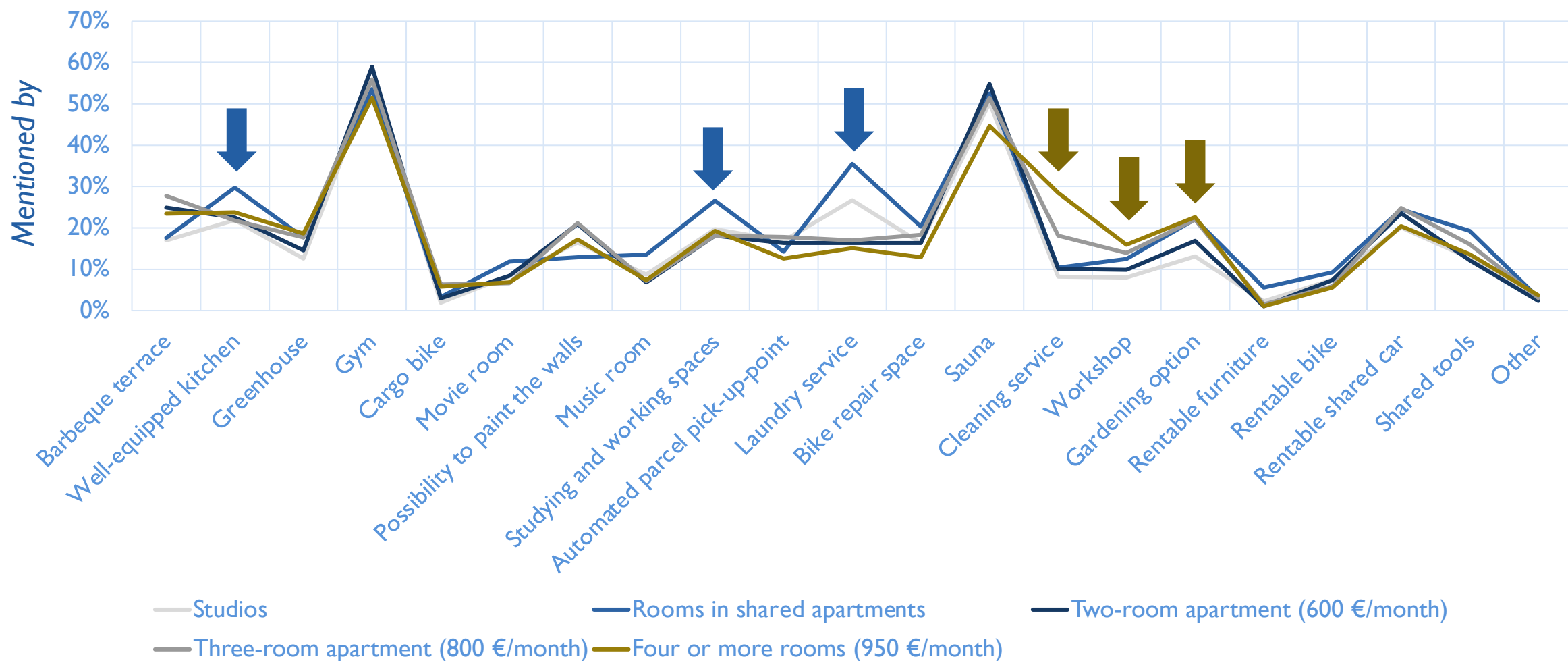




*”I wouldn’t want to pay extra for anything”*

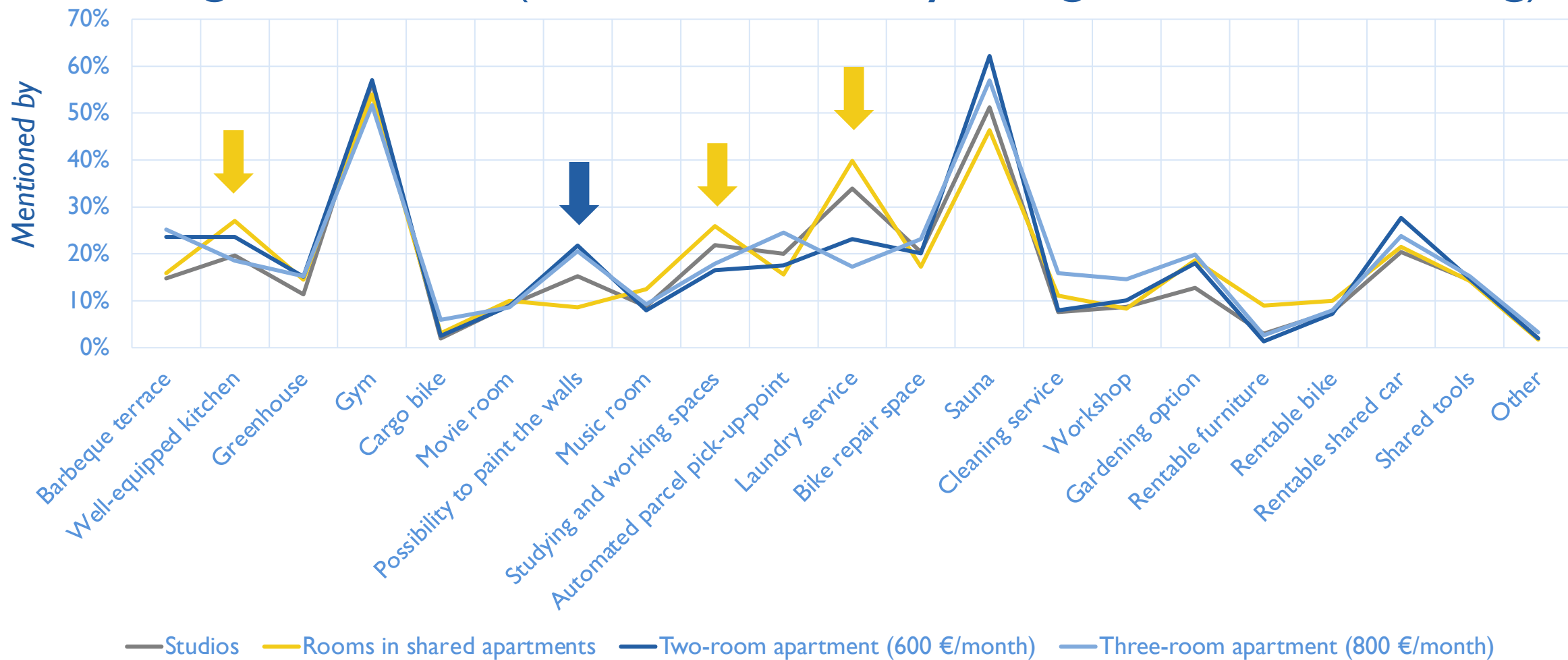


# Interest in Services and Shared Facilities Compared to Stated Housing Preference (all students)

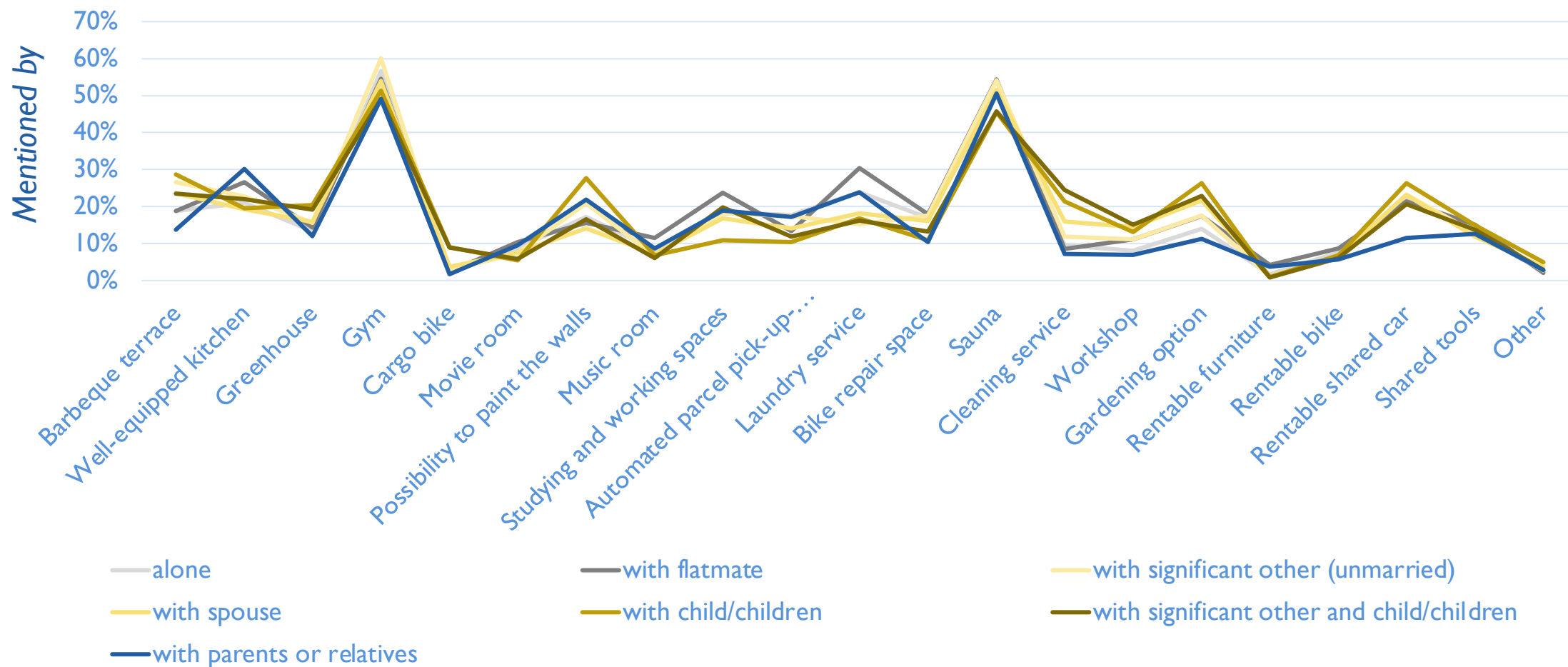




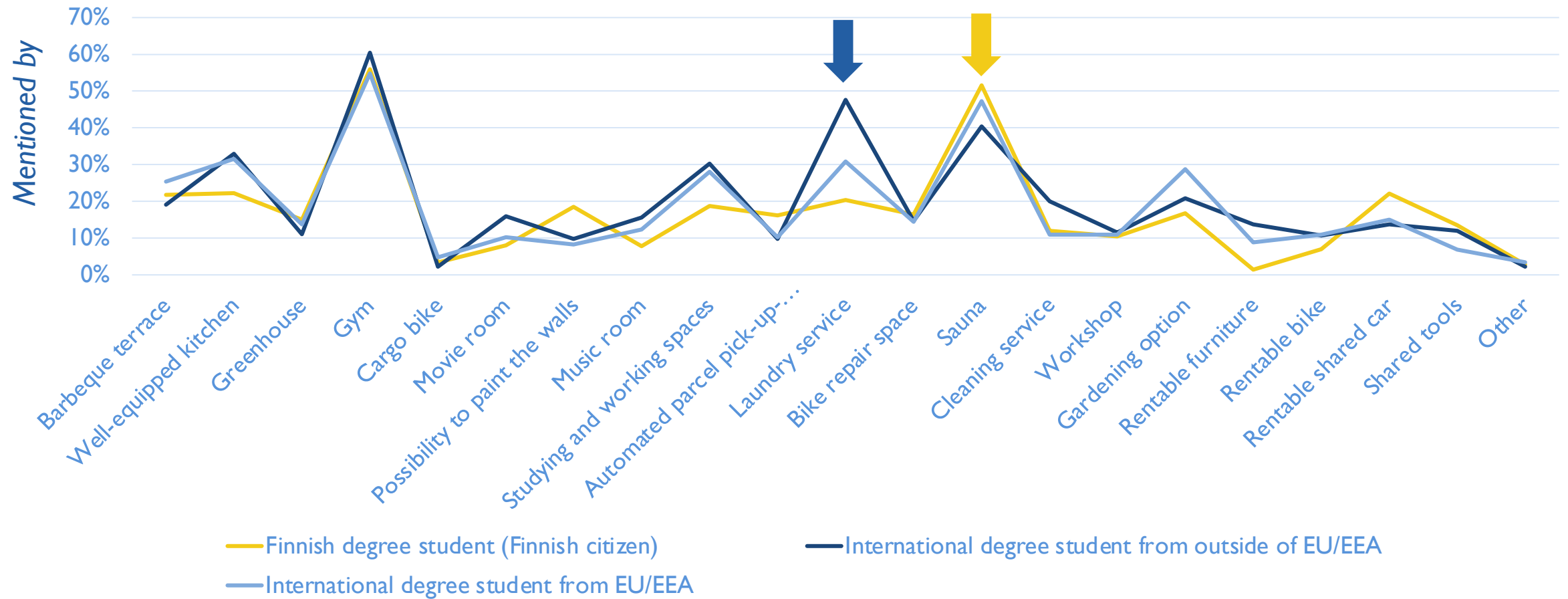
# Interest in Services and Shared Facilities Compared to Stated Housing Preference (students currently living in student housing)




# Interest in Services and Shared Facilities Compared to Household Composition




# Interest in Services and Shared Facilities Compared to Educational origin



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1. *Students' stated preferences on services and shared facilities are surprisingly consistent and conservative; students want what they're already familiar with.*
  2. *There is moderate interest (mentioned by 10-30% of respondents) in a wide range of facilities and services throughout different student profiles  
→ potential user base*
  3. *Practical experience has shown that many services are well-received once introduced*





*”Even though different forms of shared spaces have become a topic cherished by designers, fairly little is known about residents’ views. On the other hand, one may ask, how can one want something they have*

## ”Odd questions”

*”Vaikka eri tavoin jaetut asumisen tilat ovat nousseet suunnittelijoiden hellimäksi aiheeksi, tiedetään asukkaiden näkemyksistä melko vähän. Toisaalta voidaan kysyä, miten haluta jotain josta ei ole kokemusta tai jota ei osaa kuvitella? Jotta suora kysymys yhteistilojen tarpeellisuudesta olisi mielekäs, tulisi asukkailla siis olla asuinympäristöjen suunnittelun ammattilaisia vastaava tietotaito.”*

Research report on shared spaces by Tervo, Meriläinen and Pirinen (2018)  
Tervo, A., Meriläinen, S. & Pirinen, A. (2018).  
Jaetut tilat. Asumisen rahoitus- ja  
kehittämiskeskuksen raportteja 1 | 2018. Lahti  
2018. ISBN 978-952-11-4909-2



**Latent Demand**

= demand that exists but does not realize due to lack of supply

**Generated Demand**

= demand that is generated as a direct consequence of increasing supply

**and Induced Demand**

= catch-all phrase for demand realizing through increased supply

- As shared facilities and services might be relatively unfamiliar to students, students might not know, whether they'd fit into their lifestyles → surveys unlikely to reflect actual potential interest
- Learning curve for both users and suppliers → pilots and experiments to gauge demand
- Surprisingly little variation in interests across different student demographics; differences in service demand likely to be more nuanced and based on individual lifestyles → more difficult to target services to a specific student profile





User-driven service  
design

Low threshold  
experiments

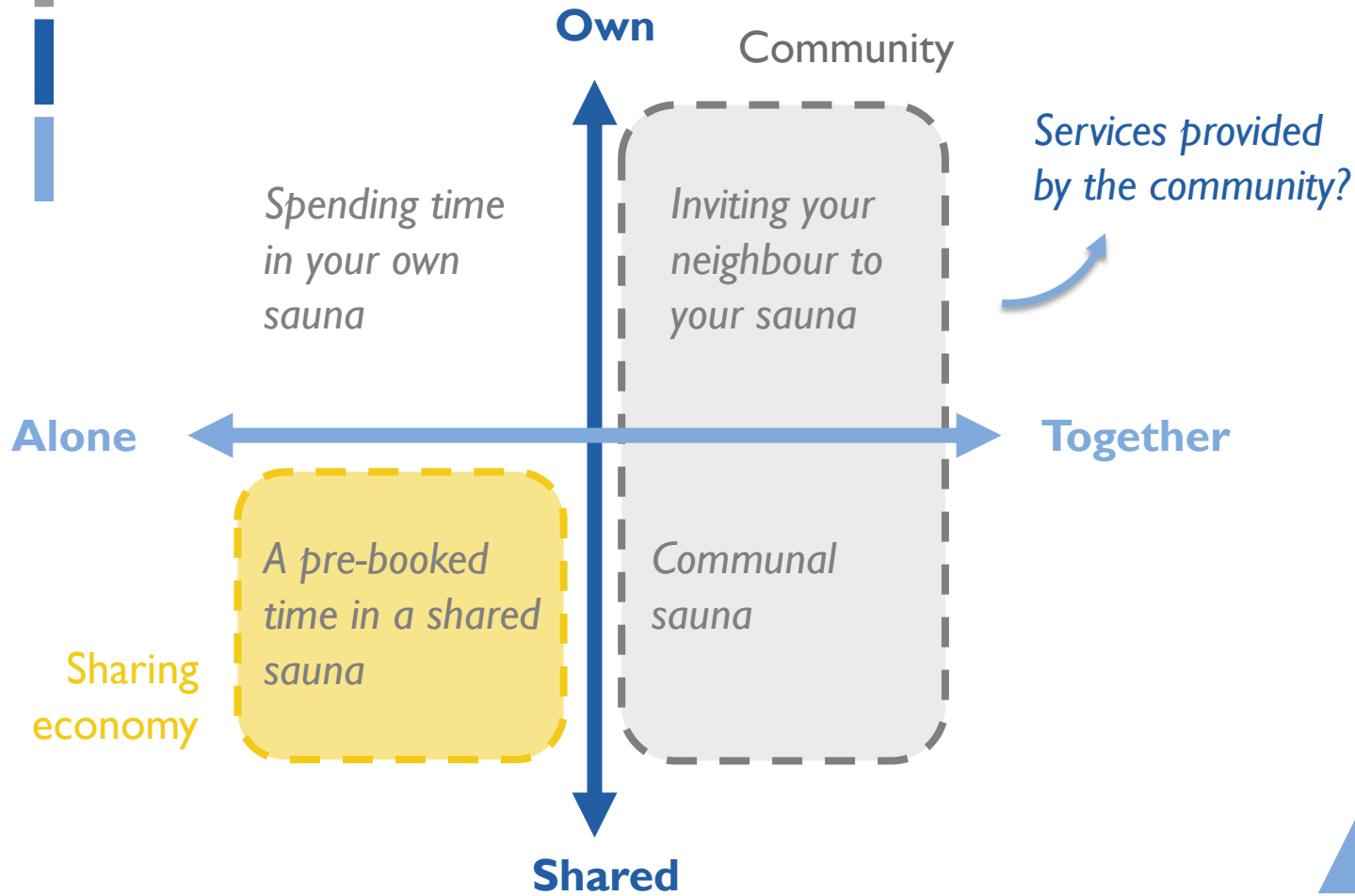
- In-house piloting
- Services by external partners

Sharing special facilities  
between several  
nearby properties

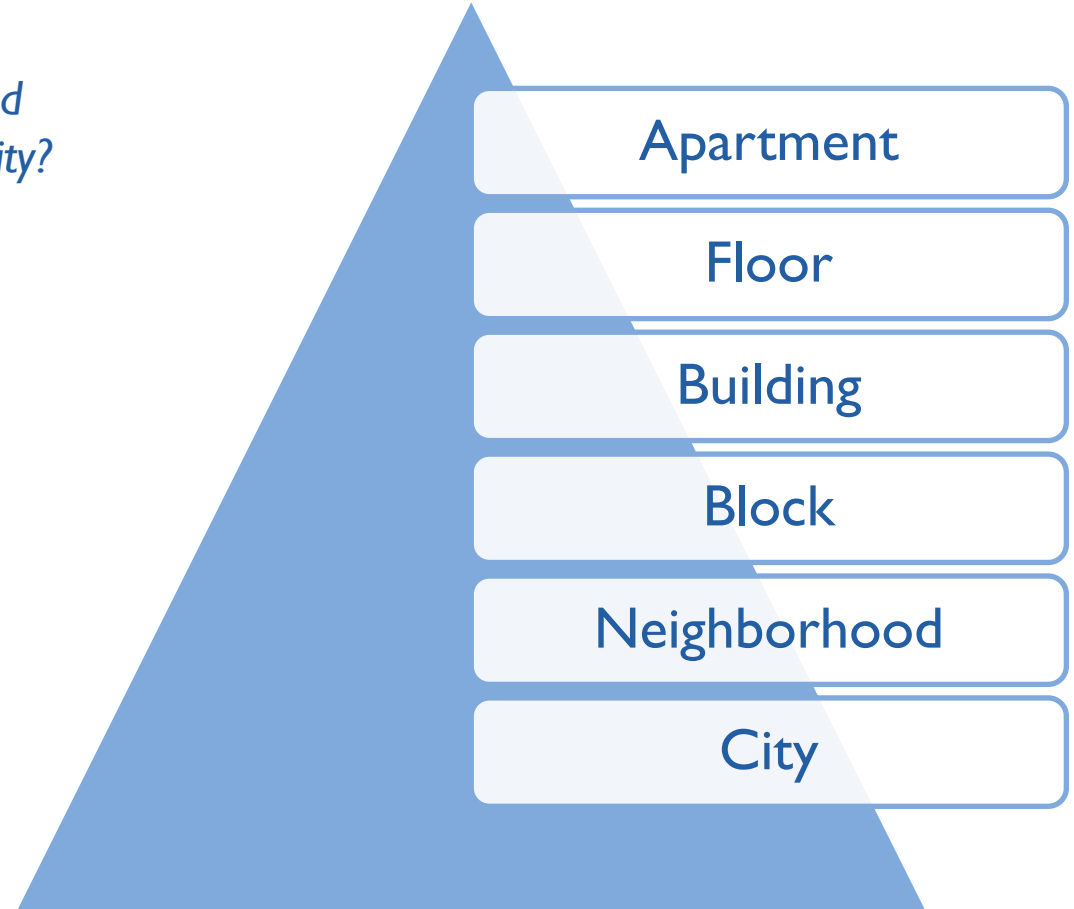
Multifunctional &  
convertible shared  
spaces



# Community or Sharing Economy?



# Right next door or nearby?







# Why Bother? – Shaping Future Housing Culture

- 1. Students are often at the start of their independent housing pathways and thus their housing culture is still malleable – open to new ideas!*
- 2. Offering services and shared facilities can expose students to emerging possibilities that they wouldn't have come across otherwise.*
- 3. If students adopt these into their everyday lives, the habits learned in student housing might persist even after moving out. This might have an impact on housing culture that extends beyond student housing.*

